

Attention Medicare Prescription Drug Plans:

The Centers for Medicare & Medicaid Services is proud to announce the 2005 Medicare Prescription Drug Benefit (PDP) Marketing Material Guidelines Training. This one-day training conference will be held on June 3, 2005 at the CMS Auditorium in Baltimore, Maryland.

CMS has designed this training so that those individuals who are directly involved in marketing material development and its dissemination will gain an understanding of the rules and processes that will govern the marketing activities of PDP organizations. Attendees of the conference will be the first to be formally trained on the new Medicare Part D Marketing Guidelines, including a walk-thru of the Health Plan Management System (HPMS) Marketing Module and the marketing materials review process. This will also be an opportunity to meet and better understand the CMS customer service process being implemented to assist plans in receiving approval of their marketing materials and support marketing activities.

Due to limited seating capacity, CMS will only be able to accommodate one person per organization. However, CMS will make available a conference phone line, and materials via email (a separate email about phone participation will be sent as the date for this event approaches), for those individuals who are unable to attend in person.

An optional introductory training session will be offered to participants representing organizations that have not participated as Medicare plans or Medicare Approved Drug Card Sponsors previously and are learning about CMS' marketing policies and processes for the first time.

We hope you will join us at this important event. Driving directions, instructions for entering the CMS campus and parking, and a short list of nearby hotel accommodations are attached. Attendees must click on the following Internet link, to register for the conference. In this link, there is also a brief survey that attendees will need to complete, that will allow CMS to collect RSVP information, as well as information to help CMS better understand the needs of our audience and make preparations accordingly. Please forward this letter to the individuals who will be participating in this conference.

<http://www.zoomerang.com/survey.zgi?p=WEB224CPHGBSMN>

On-line registration via Zoomerang will end on **May 25, 2005**, at 4:00pm EST.

We will make every effort to meet the needs of anyone who requires special accommodations to attend the training. If you have any such needs, please contact Sonia Eaddy at (410) 786 – 5459.

Sincerely,

Robert J. Donnelly
Director, Center for Beneficiary Choices - Medicare Drug Benefit Group

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